

Abstract

The bachelor thesis “The Takeover of Austrian Airlines by Lufthansa as a Springboard for the Change of Marketing Strategy“ maps issues of a current airline marketing and trends of air transportation within the framework of tourism. The paper describes the process of the takeover of Austrian Airlines by Lufthansa aviation group and focuses on changes in a marketing strategy of Austrian Airlines, which the company introduced after the takeover. These changes are influenced by a marketing concept and communication of the parent company Lufthansa and because of that the thesis describes marketing communications activities of Lufthansa in a period of the takeover, thus in years 2009 – 2011. The thesis borrows at the most from publicly available sources and therefore it describes a communication designed for medias and the public. Therefore the paper does not consider a communication among partners within the framework of Deutsche Lufthansa AG Group, nor a communication to other business partners and not even an internal communication.